

# **Excel Data Analysis & Dashboard Design: Professional Question Set**

## **Dashboard Design Questions**

- What is the total sales revenue across all orders?
- How does revenue trend over time (monthly/quarterly/yearly)?
- Which products and categories contribute most to revenue?
- Who are the top 5 customers by sales value?
- Which product category generates the highest revenue?
- Which brands are selling the most units?
- What is the average discount applied per category?
- Which product has the highest average order value (AOV)?
- How many unique customers are in the dataset?
- Which countries/cities contribute most to sales?
- Compare average order value by country.
- Which customers placed repeat orders?
- What percentage of orders are Delivered vs Cancelled vs Pending?
- Which seller (SellerID) generated the highest revenue?
- What is the average shipping cost per order?
- Which orders had the highest tax component?
- Which payment method is most frequently used?
- What is the share of revenue by payment method?
- Are there any patterns between payment method and order status?

## **Suggested KPIs for Dashboard**

- Total Revenue
- Total Orders
- Average Order Value (AOV)
- Total Quantity Sold
- Top 3 Products by Revenue

- Revenue by Country

- Payment Method Distribution